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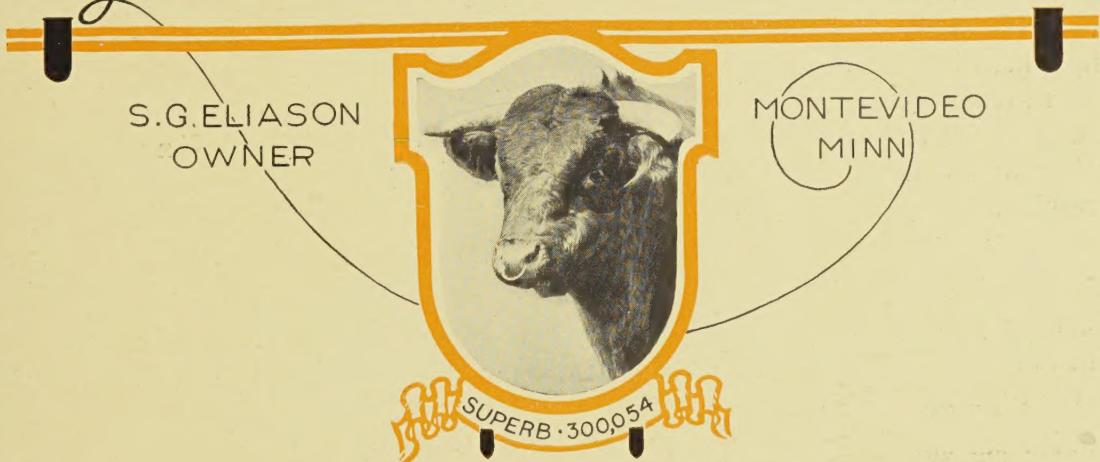
SUPERB FARMS SHORTHORNS



S.G.ELIASON - OWNER
MONTEVIDEO · MINN.

1919?

Superb Farms Shorthorns





Foreword

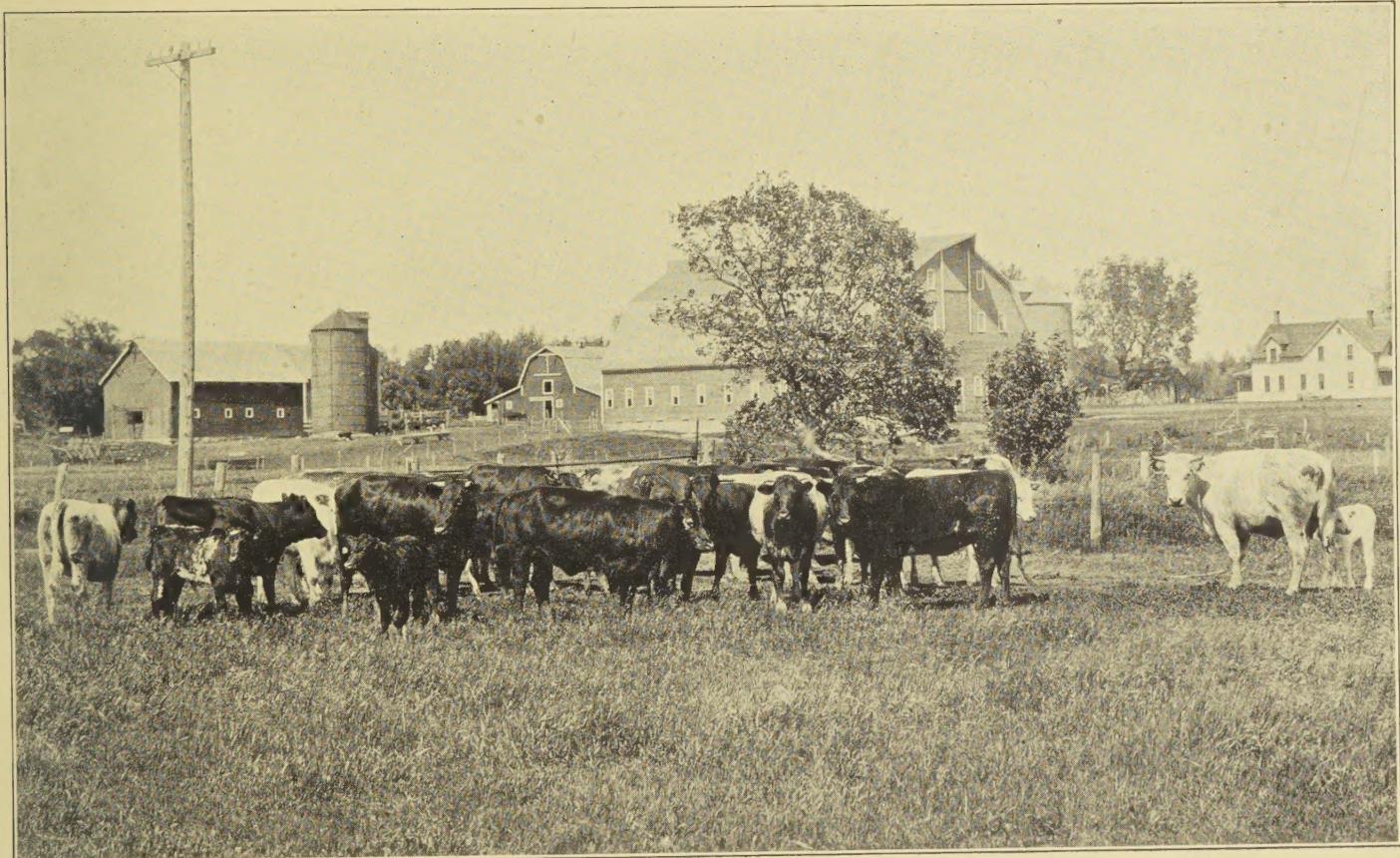
WE TRUST that we may be pardoned a certain degree of pride in presenting this review of the Superb Farms herd to the Shorthorn fraternity. The foundation of our herd was laid about the year 1904, and in all the intervening years we have conscientiously endeavored to build up a herd based upon the best Scotch blood of the breed. The herd today contains upwards of 150 head of breeding females, and it is our belief that no herd of this size in America can show a more uniformly choice lot of Scotch pedigrees. For the first twelve or thirteen years of our breeding operations very few females were sold and certainly but few of the better sorts were parted with. We have, as a result, many pedigrees which show the name of Eliason appearing as many as four and five times.

We have been showing stock of strictly our own breeding at the Northwestern fairs and the International for more than ten years past and have competed on even terms with the best that the country produces. It has always been our policy to show practically nothing but young stuff and we have won more firsts than we have lost.

The favor which our stock has met at the hands of the most discriminating buyers and our showring successes encourage us in the belief that we have one of the leading herds of Scotch Shorthorns in America. This booklet is, therefore, published with a view to presenting the merits of the Superb herd to those who are seeking for blood to improve their herds or who wish to lay a foundation upon the best sort of breeding stock.

S. G. ELIASON.

SUPERB FARMS SHORTHORNS



The Buildings and a Part of the Herd on the Main Farm



Herd Bulls Past and Present

IT HAS always been our policy to use only outstanding bulls of faultless pedigree. One of our first herd bulls, Good Morning by Joy of the Morning, was conceded to be among the best bred animals in America. He was followed by American Archer by Ceremonious Archer, Maxwalton Dale by Avondale and Archer Sultan by American Archer.

All of these bulls have left an indelible impression upon the Superb herd and their calves have been prominent winners wherever shown. Cornerstone, a grandson of Choice Goods, has been in recent use, and in present use we have Superb, Sunrise, Cumberland's Archer, Gold Bug and Imp. Bold Challenger.

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Some of the Jewels of the Superb Herd Luxuriating on Pasture



Superb No. 300054

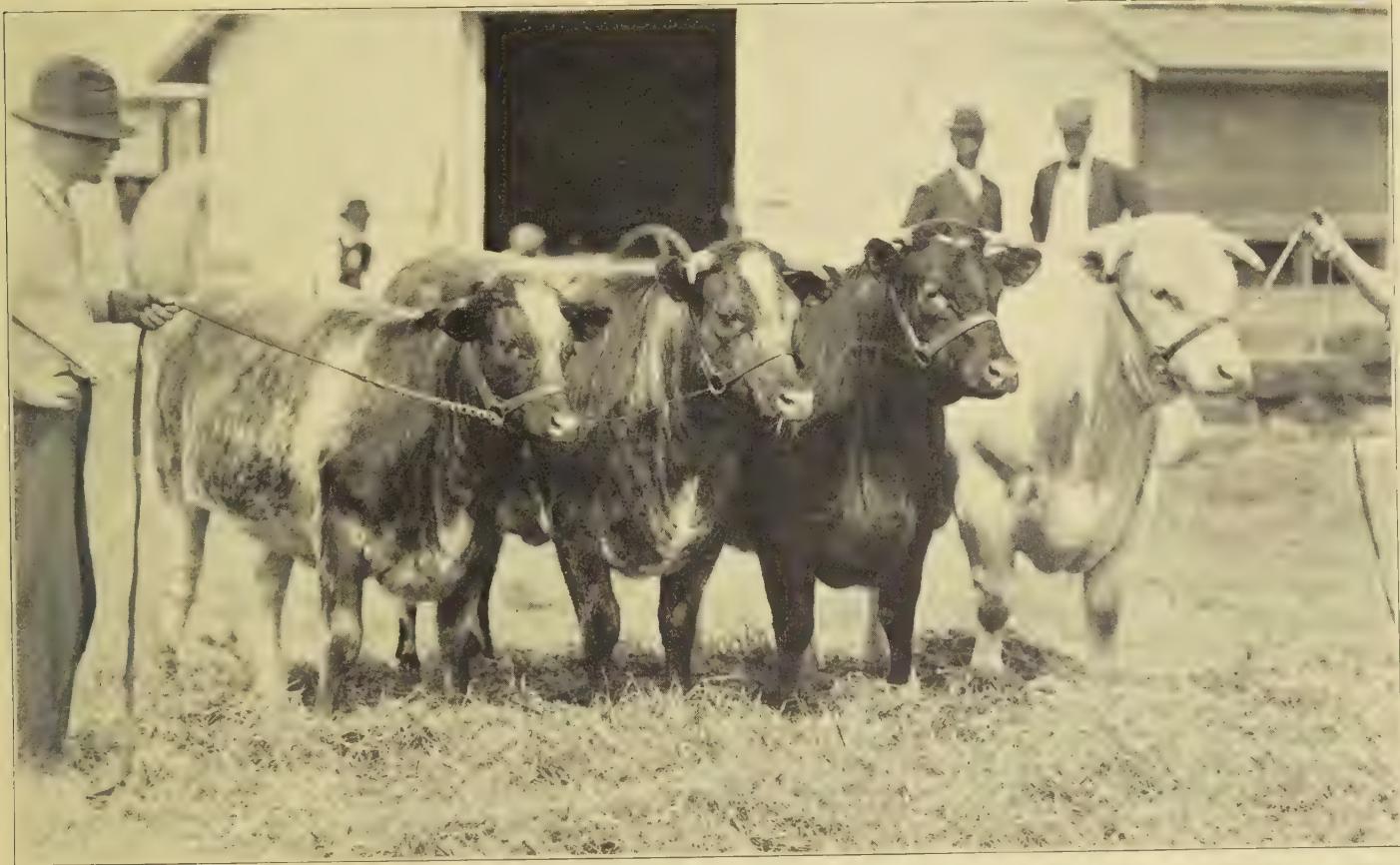
SIRED by Superbus by Scottish Pride; dam, Miss Ramsden of Ardmore by Duke of Oakland 2nd. Few bulls have sired more outstanding animals than Superb. Notable among them are Lancaster Duchess 7th, the undefeated champion of 1914; Minerva, the top heifer in the 1916 International sale; Simplicity 6th, the dam of Sunrise; Lady Clara 14th (see page 19); Lady Clara 16th (see page 27); Superb Sovereign (see page 18). Superb sired our first prize get of sire group at the 1919 North Dakota State Fair.

We have thought so much of Superb and his work that we have renamed our farms for him. At the time this booklet was written Superb was eleven years old and still doing regular service.

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Our First Prize Get of Sire Group at the 1919 North Dakota State Fair by Superb



Sunrise No. 553998

SIRE, Cornerstone 363116, a line-bred Choice Goods bull; dam, Simplicity 6th by Superb. Sunrise was the junior champion at the International in one of the most sensational classes ever brought to Chicago. He and his half sister, Lady Clara 9th (see pages 23 and 29), were awarded the Dugan cup for the best bull and female at the same show.

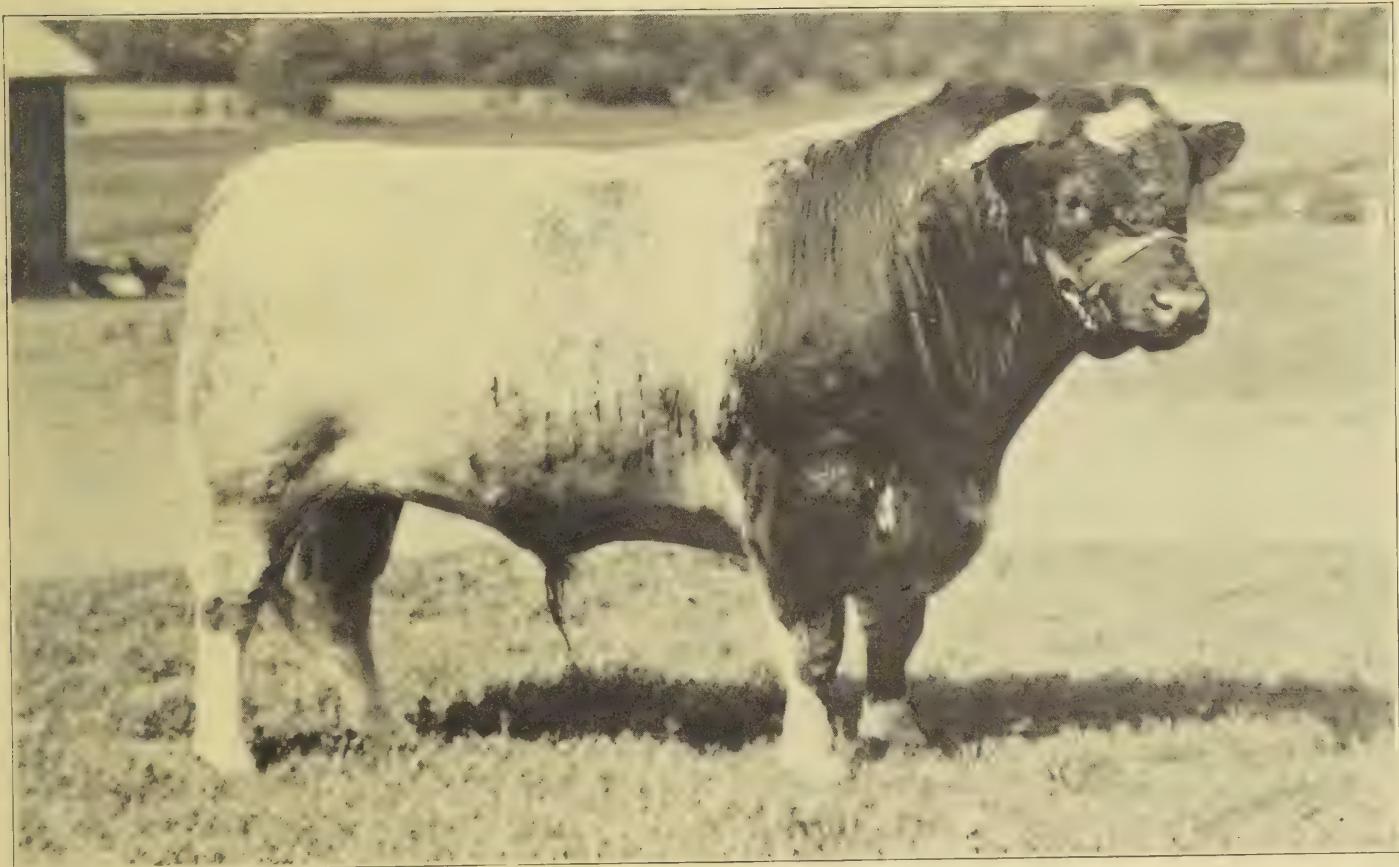
We are retaining Sunrise as one of our herd bulls. The illustration opposite gives an excellent idea of his present form.

Cornerstone, his sire, was one of the most impressive breeding bulls we have ever owned. We have a number of his daughters, which we value as among our best. Sunrise is just starting his career and we expect him to excel his sire.

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Our Sensational Young Herd Bull, Sunrise, Junior Champion at the 1917 International



Cumberland's Archer No. 432399

SIRE, Cumberland's Best; dam, Sinnissippi Blossom by Cumberland's Last. Here is a line-bred Cumberland bull. The illustration shows him in his five-year-old form, just in breeding condition. This bull mated with the choice females in our herd is siring some of the best calves on the farms. The flashy young heifer shown on page 21, Simplicity 9th, is one of his calves. Premier Archer, the junior bull calf shown on page 31, is also one of his calves.

We regard Cumberland's Archer as second to no bull we have ever owned, and his get are stamping him as a bull of extraordinary prepotency.

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Cumberland's Archer, One of the Greatest Breeding Bulls in America



Imp. Bold Challenger

SIRE, Gainford Chieftan 713183; dam, Lady Marian 713268. He was dropped in October, 1917, and as he stands in the illustration opposite he is a year and nine months old. This bull has a massiveness and scale rarely found in an animal of his age.

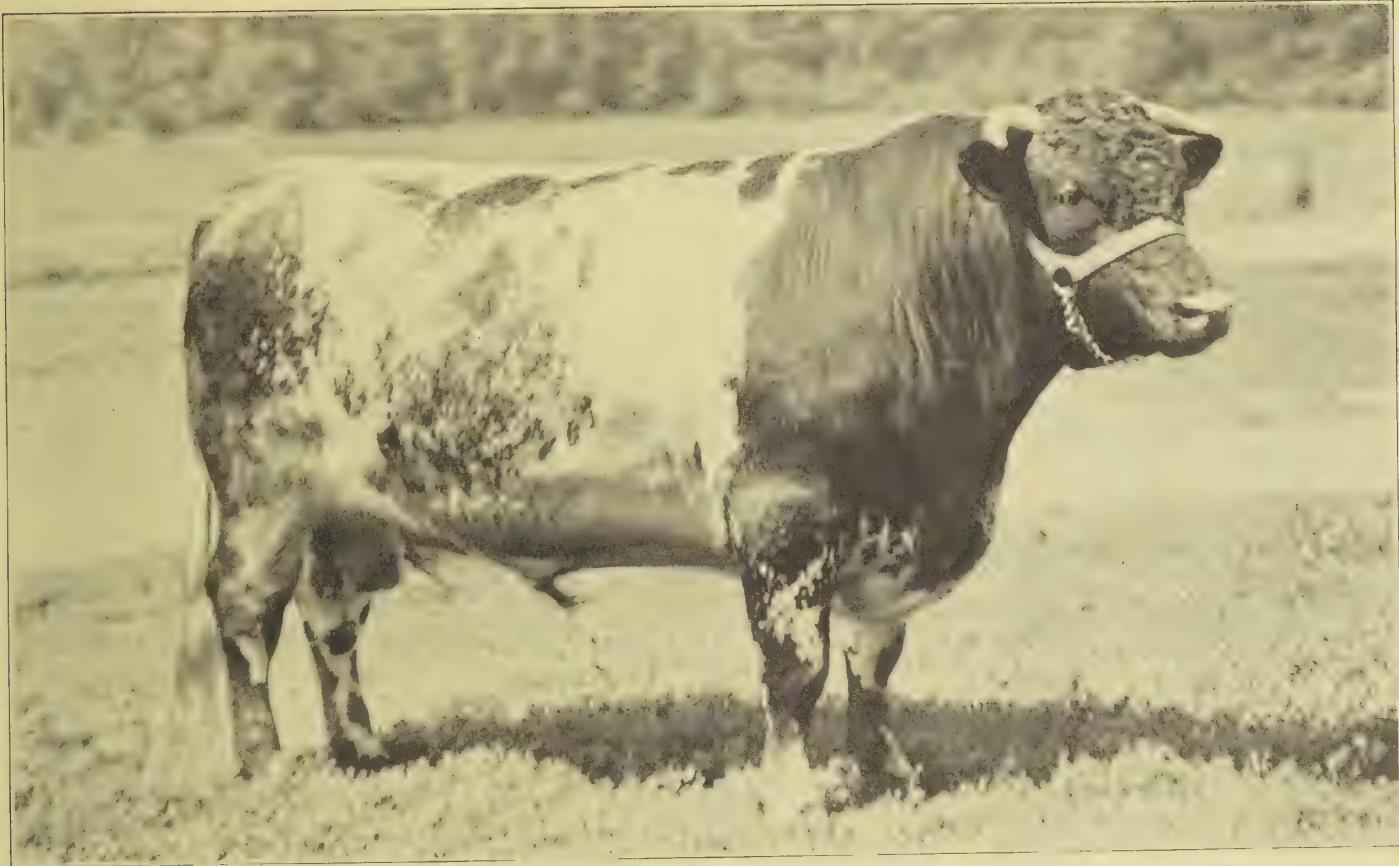
Gold Bug No. 516240

Sire, Senator Sultan by White Sultan by Whitehall Sultan; dam, Premier Missie 3rd by Premier by Choice Goods. This bull is an exceptionally well bred Marr Missie. We are showing his first crop of calves the present fall (1919), and they show the evidence of his choice breeding.

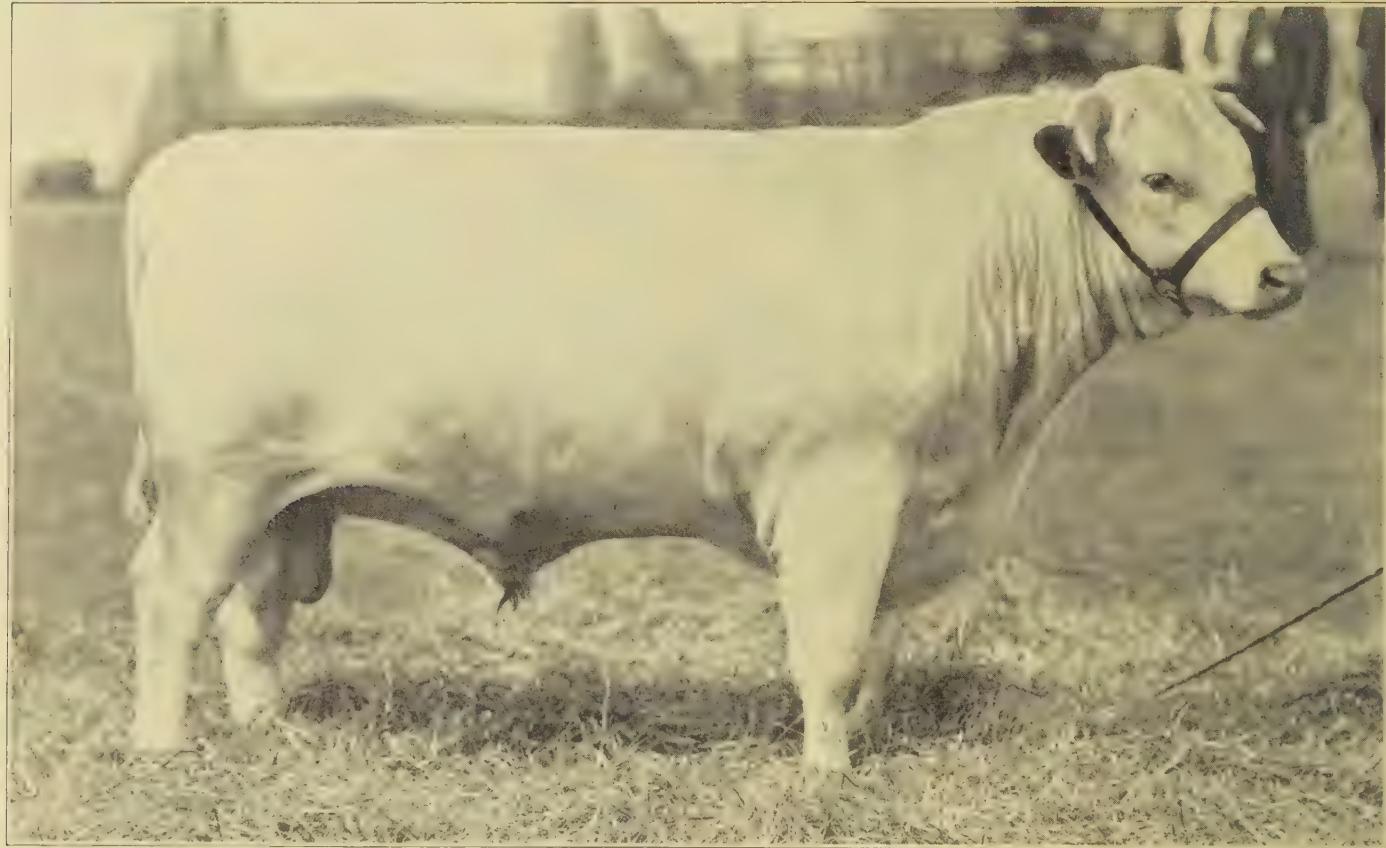
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Imp. Bold Challenger, as a Senior Yearling. A Recent Addition to Our Corps of Herd Bulls

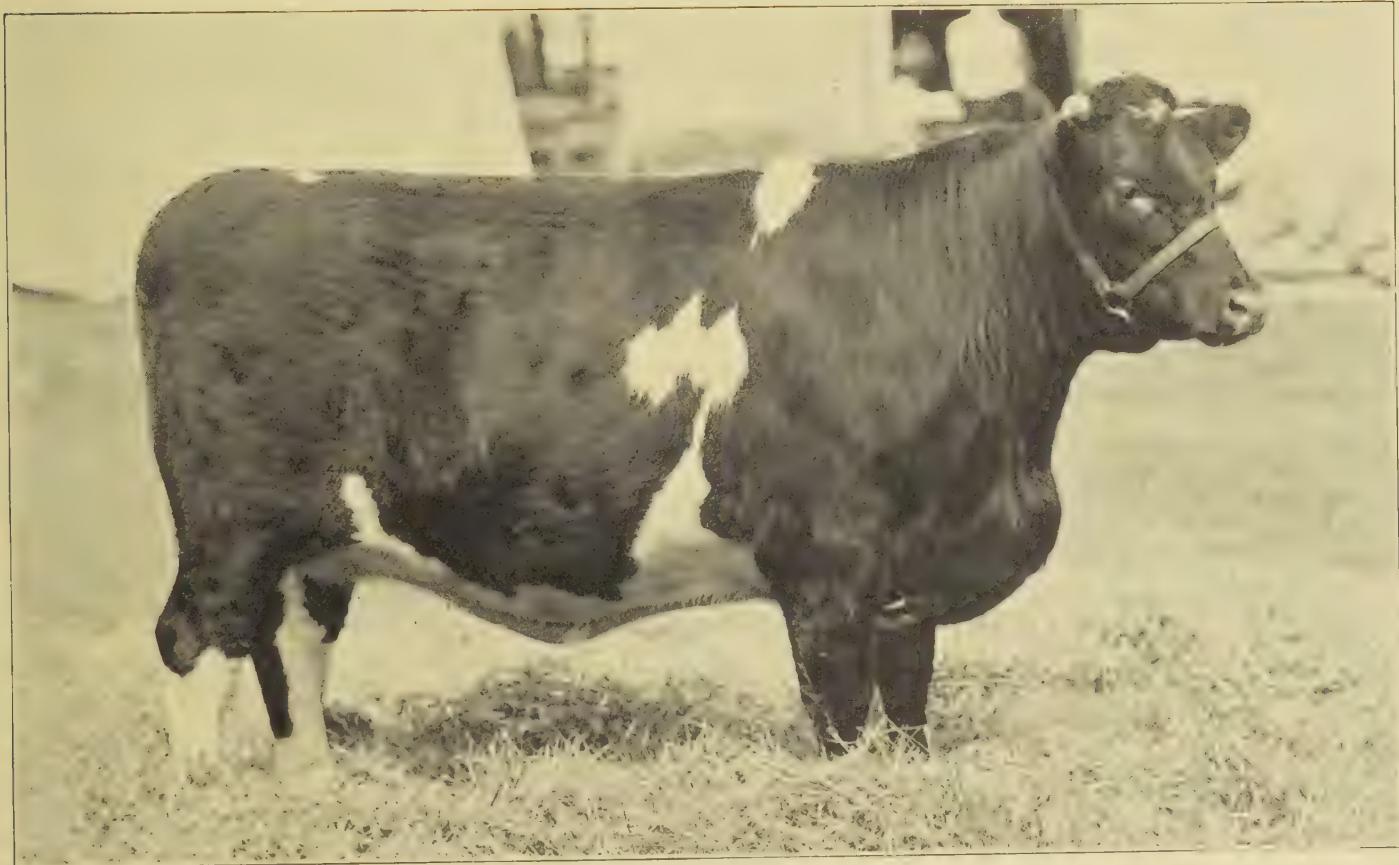


Superb Sovereign, Grand Champion at North Dakota, 1919, Sired by Superb

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Lady Clara 14th, Grand Champion at North Dakota, 1919, Sired by Superb



A Constructively Bred Herd

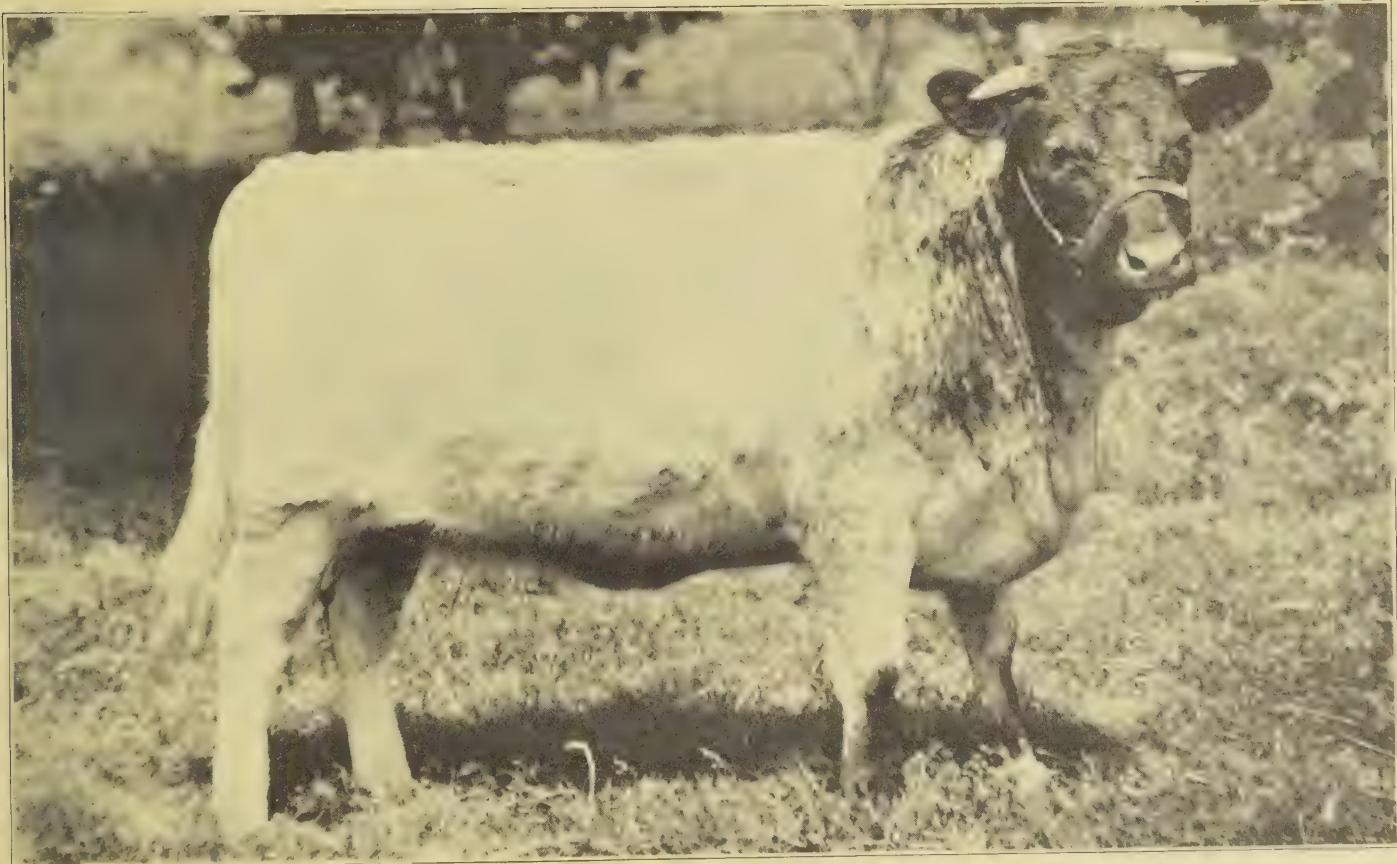
WE HAVE endeavored as much as possible to adhere to certain well recognized lines of breeding, and while we have representatives of a number of the most fashionable Scotch tribes, we have sought to develop several of them along our own lines.

One of these is the Simplicity, a representative of which is shown on the opposite page. This heifer is one of the neatest animals ever produced on our farm. She is a daughter of our herd bull, Cumberland's Archer, and her dam is Simplicity 8th by Royal Silver. Incidentally, this heifer is a striking testimonial to the worth of Cumberland's Archer.

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Simplicity 9th 691043, Sired by Cumberland's Archer; Dam, Simplicity 8th by Royal Silver



The Lady Claras

WE HAVE been especially successful with our Lady Clara family, which has produced most of our winners of recent years. Our first Lady Clara was sired by Good Morning, one of our first herd bulls, and we have maintained and enlarged the family since then.

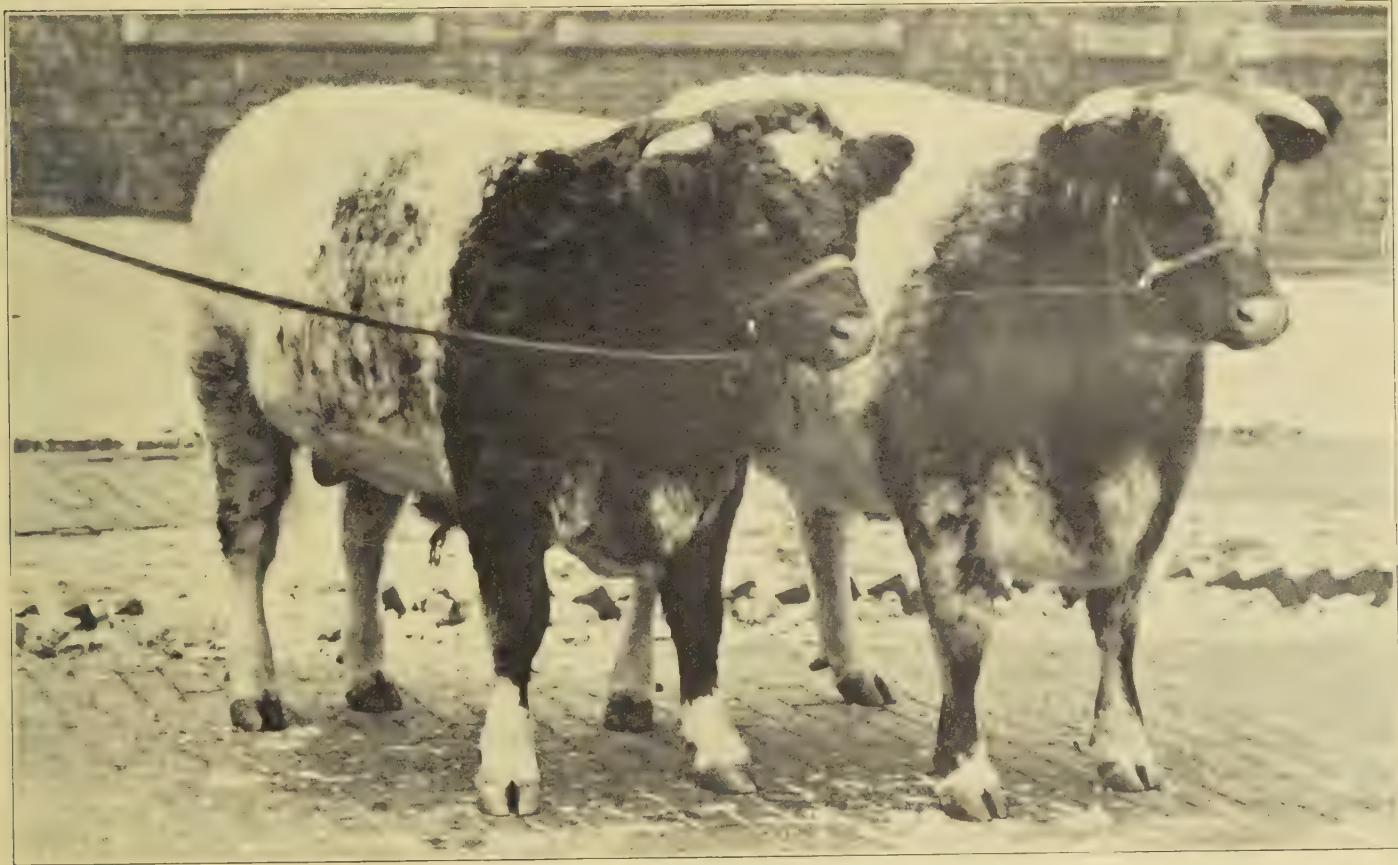
Superb Sovereign (page 18), Lady Clara 14th (page 19), Lady Clara 9th (page 29) and Lady Clara 16th (page 27) all belong to this family.

Superb Sovereign and Lady Clara 14th were grand champions at North Dakota in 1919, this being their first appearance in the showring. Lady Clara 9th won her class at the International in 1917 as a senior yearling.

SUPERB FARMS SHORTHORNS



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Sunrise and Lady Clara 9th as They Appeared at the 1917 International. Winners of the Dugan Trophy



Our Showring Record

SPACE limitations will not permit publication of our showring history in detail, but we believe we can confidently make the statement that we have won as many and perhaps more prizes on young stock of our own breeding than any other breeder in this territory.

If persistent winning at the big shows is any criterion upon which to base judgment as to the ability of our herd bulls and the general quality of our herd, we modestly submit that our herd takes second rank to none.

The photograph reproduced on the opposite page is just one of the many illustrations of the quality of the stock which we bring out each year. It is the first prize young herd at Minnesota in 1918.

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Our First Prize Young Herd at Minnesota, 1918, Headed by Sunrise



Stock For Sale

WE HAVE brought our herd to a point where we usually have both males and females for sale at all times. A large number of the better herds in the Northwest have at their heads bulls that were bred on the Superb Farms. Indeed, we specialize in this trade and cater to the demand from breeders who desire high class animals. It is our aim to enlarge the herd to contain not less than 200 breeding females, and we are accordingly retaining the bulk of the heifers of our own breeding until this point is reached.

There are a number of individuals that we would price under no circumstances, but if you want high-class Scotch heifers in calf to one of our herd bulls, we can supply you.

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Lady Clara 16th, One of the Good Representatives of the Lady Clara Family in Our Herd

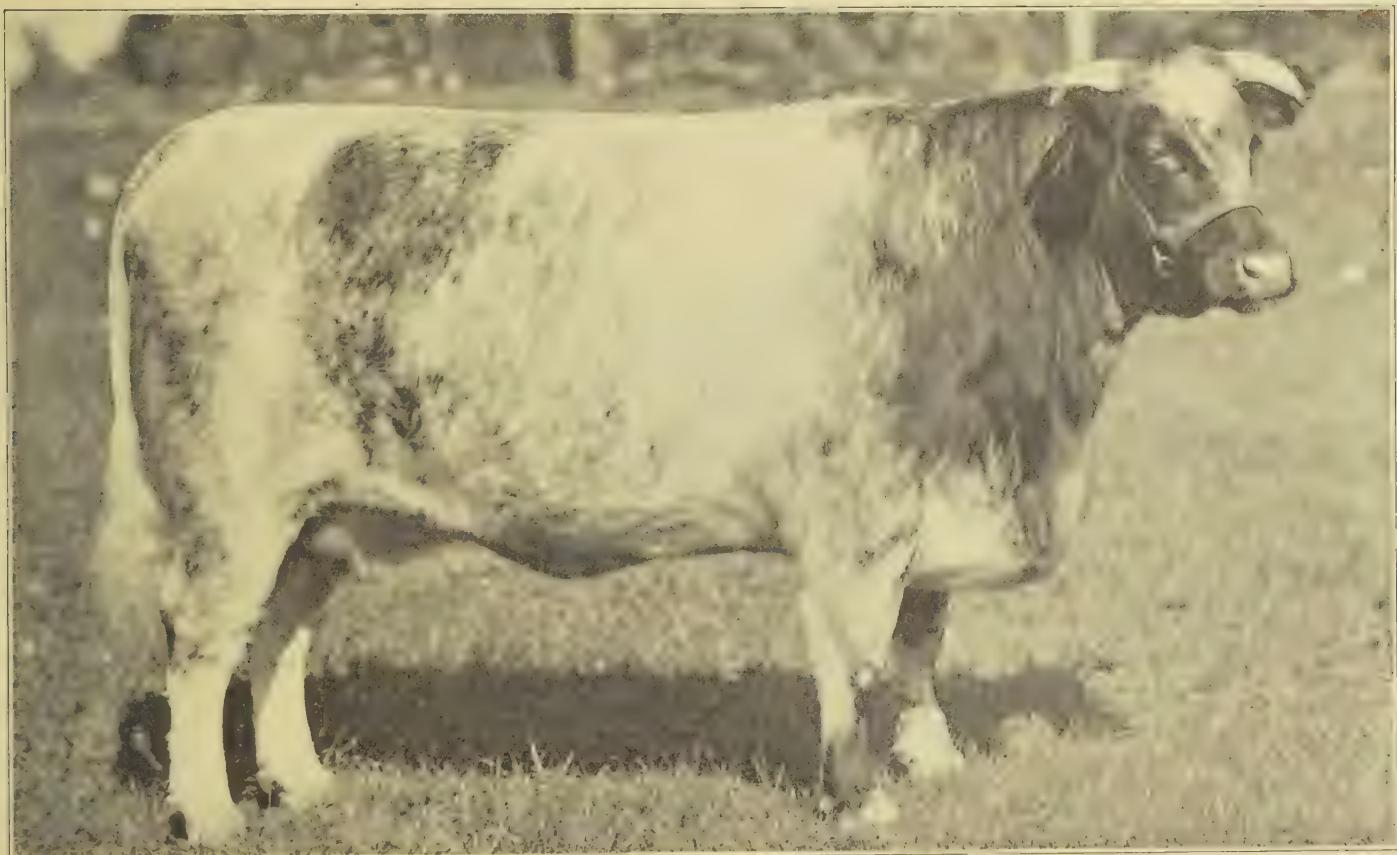


Females at Moderate Prices

WE SELL a lot of high priced stuff, but we aim to sell it worth the money. We also occasionally have females in calf to our herd bulls that we are able to sell at moderate figures, in reach of any beginner. Since there has been such a great scarcity of well bred females and a correspondingly strong demand we have, as pasture and feed conditions permitted, occasionally taken in females not of our own breeding and resold them in calf to our herd bulls.

It has been our aim to maintain a strictly breeding establishment, but we have found that we have been performing a service to the breed in handling females in this way, and we have never allowed this end of our business to conflict with our ideals in carrying on a breeding herd.

SUPERB FARMS SHORTHORNS



Lady Clara 9th in Her 1918 Show Form, Another One of the Good Lady Claras in the Superb Herd



Our Business Policy

WE WANT every animal that goes out of the Superb herd to make good, and it has always been our policy to immediately and completely make good to every purchaser if mishap of the slightest occurs due to any fault of ours. We want everyone to know and to feel that he can deal with us in perfect confidence that his interests are our interests.

Beginners and young breeders especially are encouraged to seek their needs in the Superb herd, for we have a special interest in their success and we try to make it possible for them to get a start with the proper sort of breeding stock.

We like to do business with buyers in person and, therefore, urge them to visit the farm. Make an appointment and we will meet you at any time.

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Premier Archer, an Illustration of the Breeding Ability of His Sire, Cumberland's Archer



Our Location

MONTEVIDEO is located in Chippewa County, Minnesota, on the coast line of the Chicago, Milwaukee and St. Paul Railway, 135 miles west of the Twin Cities.

It is always a pleasure to show the herd to visitors. Perhaps you have seen our show herd at the fairs, but you cannot appreciate the Superb Shorthorns until you see them in their own barns and pastures.

We are confident that all lovers of good Shorthorns will enjoy a visit to our farms.

